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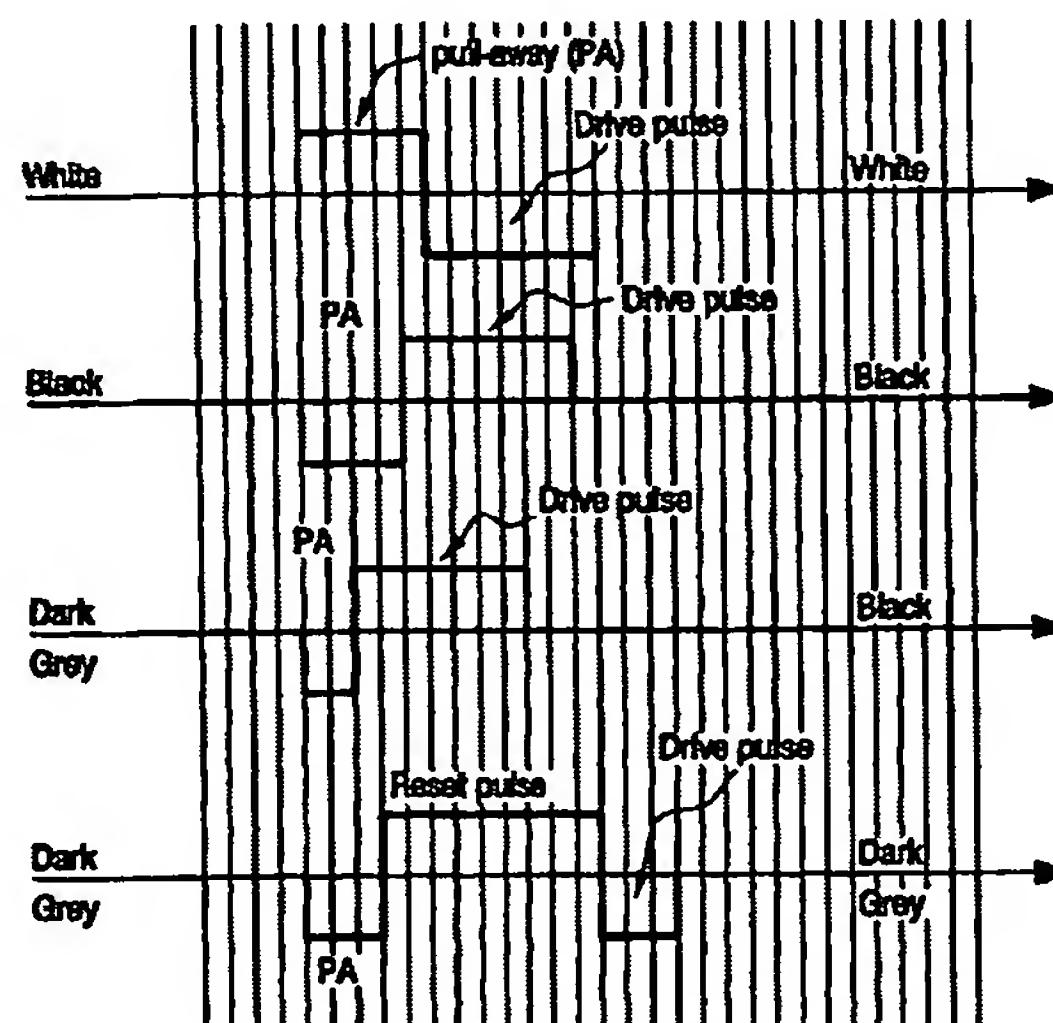
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(54) Title: **ELECTROPHORETIC DISPLAY DEVICE AND A METHOD AND APPARATUS FOR IMPROVING IMAGE QUALITY IN AN ELECTROPHORETIC DISPLAY DEVICE**



(57) Abstract: A method of driving an electrophoretic display device, in which at least one voltage pulse is provided in the drive waveform, prior to the drive signal for effecting a desired image transition according to an image to be displayed. The voltage pulse has a polarity and energy which is dependent on, and determined by, a current optical state, irrespective of the next optical state to be acquired by a picture element, and causes the charged particles of an electrophoretic medium to be moved in a direction away from the nearest electrode thereto.